

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES - SELECTED PROGRAM TYPES

FIRST REPORT FOR AUGUST, 1985

EVENING 7:00-11:00 PM

	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	AN 25- 30 Min.	AN 35- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	AN 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	11.4	13.7	12.4	10.8		10.5	12.6	12.2	11.5	11.8	11.7	9.7	11.4
NO. OF PROGRAMS†	8	13	24	5	IFR	8	25	34	27	41	68	16	84

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM										
	Informational(1)												
	Once-a-Week	Multi-weekly	11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Adult 7:00- 10:00AM	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Child- ren's(1)		Sports	
										Regular	Special(3)	Total(3)	
HOUSEHOLDS % AVG. AUD.	7.0	9.5	4.6	6.3	5.4	3.6	4.7	6.6	5.8	4.1	5.8	4.9	5.3
NO. OF PROGRAMS†	6	3	9	13	9	6	14	11	25	29	4	8	12

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 9:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 11, 1985

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	19.7	16,730
2	MIAMI VICE#	18.3	15,540
2	MOONLIGHTING#	18.3	15,540
4	FAMILY TIES	18.0	15,280
5	FACTS OF LIFE	16.6	14,090
6	20/20	16.3	13,840
7	60 MINUTES	16.2	13,750
8	ANYTHING FOR LOVE(S)	15.8	13,410
8	CHEERS	15.8	13,410

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
10	NEWHART	15.7	13,330
11	CHEERS SPECIAL(S)	15.6	13,240
12	HIGHWAY TO HEAVEN	15.3	12,990
12	KATE & ALLIE	15.3	12,990
12	MURDER, SHE WROTE	15.3	12,990
15	CAGNEY & LACEY	15.1	12,820
16	REMINGTON STEELE#	14.9	12,650
17	CRAZY LIKE A FOX	14.7	12,480

1994-1995 REPORT													
PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
LATE FRINGE CONT'D													
ABC NEWS:NIGHTLINE-MON(B)						197		97	A	5.0	18	425	
2	MON.	12.00M	48	ABC N									
ABC NEWS:NIGHTLINE-FRI(B)						181		98	A	2.7	9	229	
2	FRI.	12.00M	30	ABC N									
ABC ROCKS					37	120		69	A	2.5	8	212	
1	FRI.	12.04A	32	ABC PC					B	2.0	6	170	
ABC WEEKEND REPORT-SAT.					41	161	162	86 86	A	3.4	9	289	
	SAT.	11.30P	15	ABC N					B	4.1	10	348	
ABC WEEKEND REPORT-SUN.					42	165	162	90 90	A	3.6	14	306	
	SUN.	11.30P	15	ABC N					B	3.9	13	331	
CBS NEWS NIGHTWATCH-1					200	58	59	58 58	A	1.2	12	102	
	M-THSU	2.00A	30	CBS N					B	1.1	12	93	
CBS NEWS NIGHTWATCH-2					110	81	81	71 71	A	1.1	13	93	
	M-THSU	2.30A	30	CBS N					B	1.1	14	93	
CBS NEWS NIGHTWATCH-3					110	100	101	85 85	A	1.0	19	85	
	M-THSU	3.00A	180	CBS N					B	1.0	20	85	
CBS SUNDAY NEWS-OSGOOD					42	137	137	72 72	A	5.6	12	475	
	SUN.	11.00P	15	CBS N					B	5.7	12	484	
DAVID LETTERMAN I					166	193	193	99 99	A	4.2	19	357	

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
2 MON.													
2 TUE.													
2 WED.													
2 THU.													
2 FRI.													
PGA CHAMPIONSHIP-FRI(S)													
2 FRI.													
SATURDAY NIGHT													
1 SAT.													
2 SAT.													
TONIGHT SHOW													
1 M-TH													
2 M-F													
VIEWPOINT(S)													
1 TUE.													
WEEKDAY DAYTIME													
ABC DAYTIME NEWSBRIEF-M-F													
1 M-THF													
1 TUE.													
2 MON.													
2 TU-F													

[illegible]

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1985 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
WEEKDAY DAYTIME CONT'D																													
DAYS OF OUR LIVES					207	207	208	99	99	A	7.0	23	594	1 MON.	3.18P	42	NBC	DD						B	3.5	11	297		
1 M-F					1.00P	60	NBC	DD		B	7.1	23	603	1 TU-F	3.00P	60													
2 MON.					1.28P	32								2 M-F	3.00P	60													
2 TU-F					1.00P	60								SANTA BARBARA(B)					167	82	A	3.2	11	272					
DAYS OF OUR LIVES(B)							88	41	A	2.9	10	246	1 MON.	3.00P	18	NBC	DD	206	201	201	96	96	A	5.3	21	450			
2 MON.					1.00P	28	NBC	DD					SCRABBLE							B	5.5	22	467						
M-F													M-F					11.30A	30	NBC	QG								
DAYTIME EMMY AWARDS(S)						207		99	A	10.2	32	866	SEARCH FOR TOMORROW					208	150	150	77	77	A	3.0	11	255			
1 THU.					3.00P	123	CBS	AC					M-F					12.30P	30	NBC	DD		B	3.2	12	272			
GENERAL HOSPITAL					204	208	207	99	99	A	9.1	30	773	SILVER SPOONS M-F					30	135	135	83	83	A	4.4	18	374		
M-F					3.00P	60	ABC	DD		B	8.9	29	756	M-F					10.00A	30	NBC	CS		B	4.2	17	357		
GOOD MORNING, AMERICA-730					210	206	205	99	99	A	4.0	25	340	SUPER PASSWORD					207	147	144	70	70	A	3.9	14	331		
M-F					7.30A	30	ABC	N		B	4.7	23	399	M-F					12.00N	30	NBC	QG		B	3.5	13	297		
GOOD MORNING, AMERICA-830					209	204	203	99	99	A	4.4	20	374	TODAY SHOW-7.30AM					210	203	203	99	99	A	3.6	22	306		
M-F					8.30A	30	ABC	N		B	5.2	22	441	M-F					7.30A	30	NBC	N		B	4.5	22	382		
GUIDING LIGHT					209	207	207	99	99	A	6.6	22	560	TODAY SHOW-8.30AM					209	203	203	99	99	A	4.2	19	357		
1 MTUWF					3.00P	60	CBS	DD		B	7.2	23	611	M-F					8.30A	30	NBC	N		B	4.8	21	408		
2 M-F					3.00P	60								\$25,000 PYRAMID					212	178	180	89	89	A	4.8	19	408		
LOVING						204	188	187	94	94	A	4.2	15	357	M-F					10.00A	30	CBS	QP		B	5.2	21	441	
M-F					12.30P	30	ABC	DD		B	4.1	15	348	WHEEL OF FORTUNE					207	206	202	98	96	A	7.1	28	603		
NBC NEWS AT SUNRISE					210	185	185	96	96	A	1.9	19	161																

M-F	6.30A	30	NBC	N						B	2.0	16	170	M-F	11.00A	30	NBC	QG						B	7.1	29	603	
NBC NEWS DIGEST-DAYTIME					124	195	195	96	96	A	4.5	16	382	YOUNG AND THE RESTLESS					211	208	208	99	99	A	8.4	30	713	
M-F	2.57P	1	NBC	N						B	4.5	16	382	1 M-F	12.30P	60	CBS	DD						B	7.9	29	671	
NEWSBREAK-11.57					213	182	183	85	85	A	7.0	27	594	2 MON.	12.30P	30												
M-F	11.57A	2	CBS	N						B	7.0	28	594	& 1.25P	5													
NEWSBREAK-3.57					209	187	186	91	91	A	5.5	18	467	2 TU-F	12.30P	60												
1 MTUWF	3.57P	2	CBS	N						B	6.0	19	509	YOUNG AND RESTLESS-MON(B)							138		51	A	4.1	14	348	
2 M-F	3.57P	2												2 MON.	1.00P	25	CBS	DD										
ONE LIFE TO LIVE					205	208	207	99	99	A	7.9	27	671	*WEEKEND DAYTIME														
M-F	2.00P	60	ABC	DD						B	7.3	25	620	ABC WEEKEND SPECIALS					41	192	191	96	95	A	3.7	14	314	
PRESS YOUR LUCK					211	170	171	82	85	A	4.4	17	374	SAT.	12.00N	30	ABC	FV						B	4.6	16	391	
M-F	10.30A	30	CBS	QP						B	4.7	19	399	ARC WIDE WORLD-SPORTS SP.(S)							198		98	A	2.5	8	212	
PRICE IS RIGHT 1					212	208	208	98	99	A	6.7	26	569	2 SAT.	2.30P	60	ABC	SA						A	5.4	18	458	
1 M-F	11.00A	30	CBS	AP						B	7.0	28	594	ABC WIDE WORLD-SPORTS SAT					25	214		99		B	6.0	16	509	
2 MON.	11.25A	5												1 SAT.	2.30P	189	ABC	SA										
2 TU-F	11.00A	30												ALVIN AND THE CHIPMUNKS					43	205	206	99	99	A	6.3	24	535	
PRICE IS RIGHT 2					211	208	208	98	99	A	8.6	33	730	SAT.	10.30A	30	NBC	CA						B	7.9	28	671	
M-F	11.30A	30	CBS	AP						B	8.7	35	739	AMERICAN BANDSTAND					41	164	172	81	86	A	3.1	11	263	
PRICE IS RIGHT 1-MON(B)							182		83	A	5.3	21	450	SAT.	12.30P	60	ABC	PC						B	3.4	11	289	
2 MON.	11.00A	25	CBS	AP										BISKITTS					18	194	194	94	94	A	1.5	13	127	
RYAN'S HOPE					204	173	171	92	91	A	3.1	11	263	SAT.	8.00A	30	CBS	CA						B	2.1	15	178	
M-F	12.00N	30	ABC	DD						B	3.2	12	272	BUGS BUNNY/ROAD RUNNER 1					1	203	203	99	99	A	4.7	19	399	
SALE OF THE CENTURY					207	153	154	85	86	A	4.9	19	416	SAT.	10.00A	30	CBS	CA						B	5.3	19	450	
M-F	10.30A	30	NBC	QG						B	4.6	19	391	BUGS BUNNY/ROAD RUNNER 2					2	201	202	99	99	A	5.4	21	458	
SANTA BARBARA					205	191	191	96	96	A	3.3	11	280	SAT.	10.30A	30	CBS	CA						B	5.9	21	501	

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #	DAY	START TIME	DUR	NET TYPE	PROG TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET TYPE	PROG TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
WEEKEND DAYTIME CONT'D																												
BUGS BUNNY/ROAD RUNNER 3					18	177	177	87	87	A	4.3	16	365	NBC MAJOR LEAGUE BASEBALL					16	204	201	99	99	A	7.0	24	594	
SAT. 12.00N 30 CBS CA										B	3.4	13	289	1 SAT. 1.18P 179 NBC SE										B	6.5	22	552	
CBS SPORTS SPECIAL-SA(S)										A	4.3	13	365	2 SAT. 1.17P 169										A	3.4	13	289	
2 SAT. 5.00P 60 CBS SE														NEW SCOOPY DOO MYSTERIES					41	200	200	96	97	B	4.6	16	391	
CBS SPORTS SUNDAY					9					A	4.4	13	374	SAT. 10.30A 30 ABC CA														
2 SUN. 4.00P 120 CBS SA										B	5.8	15	492	ONE TO GROW ON-8:28AM					44	192	192	95	95	A	3.1	25	263	
CBS STORYBREAK					18	199	200	98	98	A	5.5	21	467	SAT. 8.28A 2 NBC CN										B	4.0	24	340	
SAT. 11.00A 30 CBS CL										B	5.1	19	433	ONE TO GROW ON-8:58AM					44	197	197	96	96	A	3.6	22	306	
DUNGEONS AND DRAGONS					38	204	204	98	98	A	4.8	21	408	SAT. 8.58A 2 NBC CN										B	4.8	23	408	
SAT. 9.30A 30 CBS CA										B	5.5	21	467	ONE TO GROW ON-10:28AM					43	202	203	99	99	A	6.4	26	543	
FACE THE NATION					42	157	165	90	91	A	2.8	11	238	SAT. 10.28A 2 NBC CN										B	8.3	29	705	
SUN. 10.30A 30 CBS CC										B	3.0	10	255	ONE TO GROW ON-10:58AM					43	204	205	98	98	A	6.4	25	543	
GET ALONG GANG					44	202	200	98	98	A	2.9	19	246	SAT. 10.58A 2 NBC CN										B	7.6	27	645	
SAT. 8.30A 30 CBS CA										B	4.0	20	340	ONE TO GROW ON-12:28PM					40	142	140	76	75	A	3.6	13	306	
INCREDIBLE HULK					29	118	118	70	70	A	3.1	13	263	SAT. 12.28P 2 NBC CN										B	4.6	15	391	
SAT. 12.30P 30 NBC CA										B	3.6	13	306	PGA CHAMPIONSHIP-SAT(S)										A	4.8	14	408	
IN THE NEWS- 8.26AM					44	193	193	94	94	A	1.9	16	161	2 SAT. 3.30P 227 ABC SE														
SAT. 8.26A 3 CBS CN										B	3.0	18	255	PGA CHAMPIONSHIP-SUN(S)										A	6.8	19	577	
IN THE NEWS- 8.56AM					44	201	199	98	98	A	3.1	19	263	2 SUN. 3.30P 210 ABC SE														
														PINK PANTHER AND SONGS					41	198	198	97	97	A	3.2	21	272	

SAT. 8.56A	3 CBS CN	38	203	203	98	98	B	4.3	20	365	SAT. 8.30A	30 NBC CA		B	4.4	22	374				
IN THE NEWS- 9.56AM							A	4.2	18	357	POLE POSITION		16	162	161	83	83	A	4.0	14	340
SAT. 9.56A	3 CBS CN						B	5.1	19	433	SAT. 1.30P	30 CBS CA		B	3.3	12	280				
IN THE NEWS-11.56AM		36	195	196	97	97	A	4.4	17	374	RUBIK, THE AMAZING CUBE		14	201	201	98	99	A	3.4	14	289
SAT. 11.56A	3 CBS CN						B	4.1	14	348	SAT. 10.00A	30 ABC CA		B	3.9	15	331				
IN THE NEWS-12.26PM		17	177	177	87	87	A	4.3	16	365	SCARY SCOOPY DOO FUNNIES		41	194	193	94	95	A	4.1	16	348
SAT. 12.26P	3 CBS CN						B	3.3	12	280	SAT. 11.00A	30 ABC CA		B	4.9	17	416				
KIDD VIDEO		43	179	180	89	89	A	5.2	20	441	SATURDAY SUPERCAR		17	163	167	82	83	A	4.4	16	374
SAT. 11.00A	30 NBC CA						B	6.3	23	535	SAT. 12.30P	60 CBS CA		B	3.4	13	289				
LAND OF THE LOST		7	196	197	98	98	A	4.8	18	408	SCHOOLHOUSE ROCK-8:25AM		44	192	191	97	97	A	1.8	15	153
SAT. 11.30A	30 CBS CL						B	4.9	18	416	SAT. 8.25A	4 ABC CN		B	3.0	18	255				
LITTLES		44	197	197	96	96	A	4.4	17	374	SCHOOLHOUSE ROCK-9:55AM		44	203	202	99	99	A	3.3	14	280
SAT. 11.30A	30 ABC CA						B	5.3	18	450	SAT. 9.55A	4 ABC CN		B	4.5	17	382				
MEET THE PRESS		39	176	177	96	96	A	2.6	9	221	SCHOOLHOUSE ROCK-10:25AM		14	201	201	98	99	A	3.3	13	280
SUN. 12.30P	30 NBC CC						B	3.1	10	263	SAT. 10.25A	4 ABC CN		B	3.9	15	331				
MIGHTY ORBITS		44	202	201	99	99	A	2.7	14	229	SCHOOLHOUSE ROCK-11:25AM		41	194	193	94	95	A	4.0	15	340
SAT. 9.00A	30 ABC CA						B	4.4	18	374	SAT. 11.25A	4 ABC CN		B	4.7	16	399				
MR. T		43	175	175	88	88	A	4.2	16	357	SMURFS I		43	203	204	99	99	A	4.8	24	408
SAT. 11.30A	30 NBC CA						B	5.7	20	484	SAT. 9.00A	30 NBC CA		B	5.9	25	501				
MUPPET BABIES		44	203	203	98	98	A	4.4	22	374	SMURFS II		43	203	204	99	99	A	6.2	27	526
SAT. 9.00A	30 CBS CA						B	5.8	24	492	SAT. 9.30A	30 NBC CA		B	8.0	30	679				
NBC MAJOR LEAGUE PRE GAME		16	202	201	99	99	A	4.8	18	408	SMURFS III		43	203	204	99	99	A	7.1	29	603
1 SAT. 1.00P	18 NBC SC						B	4.6	17	391	SAT. 10.00A	30 NBC CA		B	8.8	31	747				
2 SAT. 1.00P	17										SNORKS		41	193	193	96	96	A	2.5	22	212
											SAT. 8.00A	30 NBC CA		B	3.5	23	293				

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1985 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
WEEKEND DAYTIME CONT'D																													
SPIDERMAN AND FRIENDS						37	142	141	76	75	A	3.9	14	331															
SAT. 12.00N 30 NBC CA											B	4.8	16	408															
SPORTSBEAT						22		92		59	A	1.7	6	144															
2 SUN. 2.00P 30 ABC SC											B	1.4	4	119															
SPORTSWORLD						18	179		91		A	3.7	10	314															
1 SUN. 4.30P 90 NBC SA											B	4.6	12	391															
SPORTSWORLD-SPEC. ED.(S)						179		93			A	3.8	12	323															
1 SAT. 4.17P 73 NBC SA																													
SPORTSWORLD-SUN SPEC. ED.(S)							179		91		A	3.1	9	263															
2 SUN. 4.30P 90 NBC SA																													
SUNDAY MORNING						43	177	177	96	96	A	3.7	18	314															
SUN. 9.00A 90 CBS N											B	4.5	19	382															
SUPERFRIENDS: SUPERPOWERS						44	197	196	97	97	A	2.5	17	212															
SAT. 8.30A 30 ABC CA											B	3.8	19	323															
SUPERFRIENDS: SUPERPOWERS2						38	192	191	97	97	A	1.6	14	136															
SAT. 8.00A 30 ABC CA											B	2.7	18	229															
THIS WEEK-DAVID BRINKLEY						38	191	188	97	97	A	3.3	12	280															
SUN. 11.30A 60 ABC N											B	3.9	13	331															
TURBO TEEN						44	203	202	99	99	A	3.2	14	272															

SAT. 9.30A 30 ABC CA											B	4.6	17	391															
WESTERN OPEN GOLF-SAT(S)						197		97			A	3.3	10	280															
1 SAT. 4.00P 120 CBS SE																													
WESTERN OPEN GOLF-SUN(S)						206		99			A	6.5	17	552															
1 SUN. 4.00P 170 CBS SE																													

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															

TV HOUSEHOLDS USING TV WK. 1	50.8	51.3	50.5	50.5	50.2	52.4	53.7	55.1	56.3	58.6	59.4	60.6	60.0	59.9	58.3	56.1
(See Def. 1) WK. 2	51.0	52.5	52.4	53.7	53.2	54.3	56.0	57.8	58.4	60.1	61.4	62.0	60.1	59.6	56.9	54.3

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE MON AUG 5 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,780 12.7		10,610 12.5		13,410 15.8		11,290 13.3		14,600 17.2			
	ABC TV					THREE'S A CROWD (R)		FOUL UPS, SLEEPS BLUNDERS (R)		WHO'S THE BOSS? (R)		HAIL TO THE CHIEF (R)(SD)		MACGRUDER AND LOUD (R)			
	AVERAGE AUDIENCE (Households (000) & %)					9,000 10.6		9,170 10.8		11,550 13.6		9,850 11.6		11,120 13.1		12.7*	13.6*
	SHARE OF AUDIENCE %					20		20		23		19		24		22 *	25 *
	AVG. AUD. BY ¼ HR. %					10.2	11.0	10.7	10.9	13.1	14.1	11.4	11.7	12.1	13.3	13.4	13.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,150 9.6		13,240 15.6									
	CBS TV					LOVE, LONG DISTANCE											
	AVERAGE AUDIENCE (Households (000) & %)					6,540 7.7		5,010 5.9									
	SHARE OF AUDIENCE %					15		10	5.2*		5.5*		6.0*		6.2*		6.6*
	AVG. AUD. BY ¼ HR. %					8.2	7.1	5.4	5.1	5.4	5.6	5.9	6.1	6.4	6.0	6.3	6.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,150 20.2				18,250 21.5				16,640 19.6			
	NBC TV							A TEAM (R)(SD)				RIPTIDE (R)(SD)				REMINGTON STEELE (R)	
	AVERAGE AUDIENCE (Households (000) & %)					12,570 14.8				13,750 16.2				12,650 14.9		15.3*	14.5*
	SHARE OF AUDIENCE %					28	26 *		16.1*	28	26 *		17.2*	27	27 *		27 *
	AVG. AUD. BY ¼ HR. %					13.0	14.1	15.6	16.5	15.0	15.3	17.2	17.3	15.1	15.5	14.7	14.3

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,090 16.6		13,500 15.9		24,540 28.9							
	ABC TV					WHO'S THE BOSS? (R)		THREE'S A CROWD (R)						MOONLIGHTING (R)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)					11,720 13.8		12,060 14.2		15,540 18.3						20.1*	19.6*
	SHARE OF AUDIENCE %					27		26		32		16.2*		17.5*		34 *	36 *
	AVG. AUD. BY ¼ HR. %					12.7	14.9	13.8	14.6	15.9	16.5	17.1	18.0	20.1	20.1	20.1	19.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,980 20.0											
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					6,880 8.1											
	SHARE OF AUDIENCE %					14	7.4*		7.0*		8.1*		8.2*		8.7*		9.1*
	AVG. AUD. BY ¼ HR. %					7.9	6.9	6.8	7.3	8.1	8.1	8.2	8.3	8.4	9.1	9.0	9.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,540 18.3				14,430 17.0				13,500 15.9			
	NBC TV							A TEAM (R)(SD)				RIPTIDE (R)(SD)				AMERICAN ALMANAC	
	AVERAGE AUDIENCE (Households (000) & %)					11,380 13.4				10,440 12.3				8,570 10.1		10.5*	9.7*
	SHARE OF AUDIENCE %					25	12.1*		14.7*	21	11.8*		12.8*	18	18 *		18 *
	AVG. AUD. BY ¼ HR. %					11.6	12.6	14.7	14.7	11.6	12.0	12.8	12.9	10.8	10.1	9.6	9.8

TV HOUSEHOLDS USING TV	WK. 1	47.6	49.4	50.1	51.9	51.9	53.1	54.1	55.7	57.1	58.6	59.8	59.5	57.1	56.7	54.9	53.1
(See Def. 1)	WK. 2	47.7	47.5	48.3	49.5	49.6	51.8	54.4	55.9	56.7	57.6	58.8	59.5	59.5	58.1	55.3	53.1

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.TUE. AUG. 6, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JULY 31, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{															
	ABC TV		{															
	AVERAGE AUDIENCE (Households (000) & %)		{															
	SHARE OF AUDIENCE		{															
	AVG. AUD. BY ¼ HR.		{															
			12,900 15.2				9,340 11.0				12,310 14.5							
			ROCK'N ROLL SUMMER ACTION (SD)				DYNASTY (R)(SD)				HOTEL (R)							
			8,070 9.5 18 9.7				6,030 7.1 12 6.9				8,490 10.0 18 9.5				10.5* 20* 10.6			
			9.7*				9.2* 17* 9.3				7.4* 13* 7.7				9.6* 17* 10.3			
			9.8															
TOTAL AUDIENCE (Households (000) & %)		{																
CBS TV		{																
AVERAGE AUDIENCE (Households (000) & %)		{																
SHARE OF AUDIENCE		{																
AVG. AUD. BY ¼ HR.		{																
		9,250 10.9				16,300 19.2												
		CBS REPORTS HIROSHIMA, 40 YEARS AND COUNTING (SUS-SD)				CBS WEDNESDAY NIGHT MOVIE TWO KINGS OF LOVE (R)(SD)												
		6,540 7.7 14 7.7				9,760 11.5 21 9.1				10.9* 19* 11.3				12.5* 22* 12.5				
		7.6* 15* 7.5				7.8* 14* 8.0				9.3* 17* 9.5				13.1* 25* 13.1				
TOTAL AUDIENCE (Households (000) & %)		{																
NBC TV		{																
AVERAGE AUDIENCE (Households (000) & %)		{																
SHARE OF AUDIENCE		{																
AVG. AUD. BY ¼ HR.		{																
		18,000 21.2				15,790 18.6				14,010 16.5				13,410 15.8				
		HIGHWAY TO HEAVEN (R)(SD)				FACTS OF LIFE (R)				DOUBLE TROUBLE (R)				ST. ELSEWHERE (R)				
		13,750 16.2 30 14.5				13,410 15.8 28 15.5				12,140 14.3 25 14.1				10,190 12.0 22 12.1				
		15.3* 29* 16.0				17.1* 31* 17.2				14.6				11.9* 22* 11.7				

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{											
	ABC TV	{											
	AVERAGE AUDIENCE (Households (000) & %)	{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{											
	TOTAL AUDIENCE (Households (000) & %)	{											
	CBS TV	{											
	AVERAGE AUDIENCE (Households (000) & %)	{											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{											
	TOTAL AUDIENCE (Households (000) & %)	{											
	NBC TV	{											

10,530 12.4					8,910 10.5					11,550 13.6				
ROCK'N ROLL SUMMER ACTION (SD)				DYNASTY (R)(SD)				HOTEL (R)						
6,450 7.6 14 7.6	7.5* 15*		7.6* 14*	5,770 6.8 12 6.6	6.6* 12*		7.1* 13*	8,910 10.5 19 9.3	10.0* 18*		11.1* 20*			
7.5	7.5	7.5	7.8	6.6	6.5	6.9	7.3	9.3	10.6	10.9	11.3			
13,580 16.0					19,020 22.4									
STEEL COLLAR MAN (EVS-SD)				CBS WEDNESDAY NIGHT MOVIE THE CRADLE WILL FALL (R)(SD)										
9,340 11.0 21 10.0	10.1* 20*		11.8* 22*	11,970 14.1 25 12.6	12.8* 23*		14.1* 25*		14.6* 26*		15.0* 27*			
10.2		11.6	12.1	12.6	13.1	13.9	14.2	14.4	14.8	14.8	15.3			
16,560 19.5					17,400 20.5					15,540 18.3			12,900 15.2	
HIGHWAY TO HEAVEN (R)(SD)				FACTS OF LIFE (R)				ANYTHING FOR LOVE		ST. ELSEWHERE (R)				
12,230 14.4 27 12.8	13.4* 28*		15.4* 28*	14,770 17.4 31 16.8		13,410 15.8 28 15.7		9,760 11.5 21 12.0	11.9* 21*		11.2* 20*			
14.2		15.2	15.6	16.8	18.0	15.7	15.9	12.0	11.8	11.5	10.8			

TV HOUSEHOLDS USING TV	WK. 1	47.8	48.7	48.5	50.2	51.3	53.2	54.1	55.6	55.5	57.1	57.6	58.1	57.0	55.9	54.1	52.7
(See Def. 1)	WK. 2	49.0	49.3	50.5	51.5	50.5	52.1	53.5	55.4	56.3	56.5	56.4	56.6	55.6	56.3	55.5	54.0

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.WED. AUG.7. 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. AUG.1, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	12,900 15.2										17,910 21.1						
	ABC TV	ABC THURSDAY NIGHT MOVIE SUMMER OF INNOCENCE (SD)										20/20						
	AVERAGE AUDIENCE (Households (000) & %)	5,600										13,670						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	6.6 12 5.6	5.5* 11 * 5.4	6.0* 11 * 5.8		6.9* 13 * 6.7	7.1	7.2	7.8* 14 * 8.4	16.1 29 15.7	16.3* 29 * 16.8	15.9* 29 * 15.4						
E E K 2	TOTAL AUDIENCE (Households (000) & %)	12,060 14.2										11,040 13.0						
	CBS TV	MAGNUM, P.I. (R)(SD)										SIMON & SIMON (R)(SD)		KNOTS LANDING (R)				
	AVERAGE AUDIENCE (Households (000) & %)	8,570										11,210		7,640				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	10.1 19 9.2	9.3* 18 * 9.4	10.8* 20 * 11.0		13.2 24 12.0	12.4* 23 * 12.9	14.1	13.9* 25 * 13.8	9.0 16 9.5	9.3* 16 * 9.1	8.7* 16 * 8.9						
N B C T V	TOTAL AUDIENCE (Households (000) & %)	19,270 22.7										15,790 18.6						
	NBC TV	BILL COSBY SHOW (R)		FAMILY TIES (R)(SD)		CHEERS (R)		NIGHT COURT (R)		HILL STREET BLUES (R)								
	AVERAGE AUDIENCE (Households (000) & %)	16,640		14,940		13,410		12,140		11,290								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	19.6 38 18.6	20.5 33 20.5	17.6 33 17.6	17.5 29 17.5	15.8 29 15.6	16.0 25 16.0	14.4 25 14.4	14.2	13.3 24 12.9	13.0* 23 * 13.2	13.7* 25 * 13.7						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	14,010 16.5										18,850 22.2						
	ABC TV	ABC THURSDAY NIGHT MOVIE VENOM (SD)										20/20						
	AVERAGE AUDIENCE (Households (000) & %)	7,640										14,010						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	9.0 17 7.9	7.9* 16 * 7.8	8.5* 16 * 8.8		9.4* 17 * 9.1	10.4* 18 * 10.5	16.5 30 15.5	16.9* 30 * 18.2	16.1* 30 * 17.8								
E E K 2	TOTAL AUDIENCE (Households (000) & %)	11,040 13.0										10,950 12.9						
	CBS TV	MAGNUM, P.I. (R)(SD)										SIMON & SIMON (R)(SD)		KNOTS LANDING (R)				
	AVERAGE AUDIENCE (Households (000) & %)	7,390										10,870		7,220				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	8.7 17 7.9	8.1* 16 * 8.2	9.4* 18 * 9.1		12.8 23 11.8	12.0* 22 * 12.3	13.6* 24 * 13.5	13.6	8.5 15 9.3	8.8* 15 * 8.2	8.3* 16 * 8.0						
N B C T V	TOTAL AUDIENCE (Households (000) & %)	19,950 23.5										14,860 17.5						
	NBC TV	BILL COSBY SHOW (R)		FAMILY TIES (R)(SD)		CHEERS (R)		CHEERS SPECIAL (R)(SD)		HILL STREET BLUES (R)								
	AVERAGE AUDIENCE (Households (000) & %)	16,810		15,540		13,410		13,240		10,360								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	19.8 39 18.6	21.1 34 21.1	18.5 34 18.5	18.1 29 18.1	16.0 29 16.0	15.6 27 15.6	15.4 27 15.4	15.7	12.2 22 13.4	12.7* 22 * 12.1	11.6* 22 * 11.7						
TV HOUSEHOLDS USING TV (See Def 1)		WK. 1	44.7	46.6	47.5	49.0	51.0	52.0	52.2	53.8	54.5	55.8	56.2	56.4	56.5	56.7	54.9	53.0
		WK. 2	47.1	46.9	47.1	47.8	49.3	51.8	53.0	53.8	54.3	55.0	56.2	57.5	57.5	56.6	54.7	51.6

For explanation of symbols, See page A.

EVE.THU. AUG.8, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. AUG.2, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{		12,310 14.5		11,720 13.8		11,380 13.4		10,530 12.4		14,010 16.5			
ABC TV		{		WEBSTER (R)		COMEDY FACTORY		BENSON (R)		PEOPLE DO- CRAZIEST THINGS (SD)		LIFES-EMBARRASSING MOMENTS (R)			
AVERAGE AUDIENCE (Households (000) & %)		{		10,270		9,510		9,760		9,170		9,930			
SHARE OF AUDIENCE %		{		12.1		11.2		11.5		10.8		11.7		11.8*	
AVG. AUD. BY ¼ HR. %		{		27		24		23		21		22		22 *	
TOTAL AUDIENCE (Households (000) & %)		{		11.5		12.7		11.2		11.3		11.2		11.9	
TOTAL AUDIENCE (Households (000) & %)		{		10,020 11.8				19,780 23.3							
CBS TV		{		ROYAL MATCH (SUS-SD)						SPECIAL MOVIE PRESENT-CBS TARZAN, THE APE MAN (R)(SD)					
AVERAGE AUDIENCE (Households (000) & %)		{		6,450				10,440							
SHARE OF AUDIENCE %		{		7.6		7.1*		8.1*		9.9*		11.7*		13.2*	
AVG. AUD BY ¼ HR. %		{		17		16 *		17 *		20 *		23 *		25 *	
TOTAL AUDIENCE (Households (000) & %)		{		7.0		7.1		8.0		8.3		9.8		10.0	
TOTAL AUDIENCE (Households (000) & %)		{		19,360 22.8								11.2		12.2	
NBC TV		{										12.5		14.0	
AVERAGE AUDIENCE (Households (000) & %)		{		6,450										14.5	
SHARE OF AUDIENCE %		{		7.6		5.1*		6.9*		7.8*		7.4*		7.3*	
AVG. AUD. BY ¼ HR. %		{		16		12 *		16 *		16 *		15 *		14 *	
TOTAL AUDIENCE (Households (000) & %)		{		5.2		5.0		6.5		7.3		7.6		7.9	
		{												7.1	
		{												7.6	
		{												7.9	
		{												8.5	

TOTAL AUDIENCE (Households (000) & %)		{		12,230 14.4		10,440 12.3		11,630 13.7		10,780 12.7		11,460 13.5			
ABC TV		{		WEBSTER (R)(SD)		COMEDY FACTORY		BENSON (R)		OFF THE RACK (R)(SD)		LIFES-EMBARRASS MOMENTS-2 (R)			
AVERAGE AUDIENCE (Households (000) & %)		{		10,100		8,910		9,510		9,080		7,980			
SHARE OF AUDIENCE %		{		11.9		10.5		11.2		10.7		9.4		9.0*	
AVG. AUD. BY ¼ HR. %		{		27		22		23		20		17		16*	
TOTAL AUDIENCE (Households (000) & %)		{		11.8		12.1		10.5		10.7		11.7		10.7	
TOTAL AUDIENCE (Households (000) & %)		{		8,240 9.7				14,090 16.6							
CBS TV		{		DUKES OF HAZZARD (R)(SUS-SD)						SPECIAL MOVIE PRESENT-FR ZORRO, THE GAY BLADE (R)(SD)					
AVERAGE AUDIENCE (Households (000) & %)		{		5,160				7,730							
SHARE OF AUDIENCE %		{		8.1		5.4*		8.9*		9.1		8.9*		10.2*	
AVG. AUD. BY ¼ HR. %		{		13		12*		15*		1		18		19*	
TOTAL AUDIENCE (Households (000) & %)		{		5.1		5.6		6.5		7.3		8.6		9.2	
TOTAL AUDIENCE (Households (000) & %)		{		10,020 11.8				12,990 15.3				19,270 22.7			
NBC TV		{		KNIGHT RIDER (R)(SD)				MOTOWN REVUE				MIAMI VICE (R)			
AVERAGE AUDIENCE (Households (000) & %)		{		7,050				8,830				15,540			
SHARE OF AUDIENCE %		{		8.3		7.0*		9.5*		10.4		9.3*		11.5*	
AVG. AUD. BY ¼ HR. %		{		18		16*		20*		20		19*		22*	
TOTAL AUDIENCE (Households (000) & %)		{		6.5		7.6		9.3		9.8		9.1		9.5	
		{													
		{													

TV HOUSEHOLDS USING TV	WK. 1	43.4	43.9	42.5	43.1	43.9	44.9	45.8	48.1	49.3	50.4	51.2	52.5	53.1	53.4	52.2	50.9
(See Def. 1)	WK. 2	43.4	43.6	43.6	44.2	43.8	44.7	46.2	47.9	48.6	50.4	51.7	53.2	54.2	54.9	54.1	52.8

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.FRI. AUG.9. 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. AUG. 3, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		10,950 12.9		11,890 14.0		11,970 14.1			
ABC TV		T.J. HOOKER (R)(SD)		LOVE BOAT (R)(SD)		FINDER OF LOST LOVES (R)			
AVERAGE AUDIENCE (Households (000) & %)		7,810 9.2		8,830 10.4		9,000 10.6			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		21 8.1		21* 9.5		22* 11.4		21 9.9	
TOTAL AUDIENCE (Households (000) & %)		9,340 11.0		10,950 12.9		10,020 11.8		13,580 16.0	
CBS TV		AIRWOLF (R)(SD)		CBS SATURDAY NIGHT MOVIE THE CHAMP (R)(SD)		HUNTER (R)			
AVERAGE AUDIENCE (Households (000) & %)		6,450 7.6		5,940 7.0		7,110 8.8		7,980 9.4	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		17 6.9		14 6.2		14* 5.9		15* 7.0	
TOTAL AUDIENCE (Households (000) & %)		7,130 8.4		7,050 8.3		9,080 10.7		10,020 11.8	
NBC TV		OUR TIME		IT'S YOUR MOVE (R)(SD)		GIMME A BREAK (R)		MAMA'S FAMILY (R)	
AVERAGE AUDIENCE (Households (000) & %)		5,520 6.5		6,030 7.1		7,980 9.4		8,830 10.4	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		15 6.7		16 6.7		19 8.8		21 10.0	
TOTAL AUDIENCE (Households (000) & %)		13,330 15.7		12,570 14.8		12,230 14.4			
ABC TV		T.J. HOOKER (R)		LOVE BOAT (R)(SD)		FINDER OF LOST LOVES (R)			
AVERAGE AUDIENCE (Households (000) & %)		9,170 10.8		9,250 10.9		9,000 10.6			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		24 9.6		23* 11.0		22* 11.3		21 10.4	
TOTAL AUDIENCE (Households (000) & %)		16,220 19.1		16,220 19.1		16,220 19.1			
CBS TV		CBS SATURDAY NIGHT MOVIE IVANHOE (R)(SD)		HUNTER (R)					
AVERAGE AUDIENCE (Households (000) & %)		7,980 9.4		7,810 9.2		8,420 10.1		9,170 10.8	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		19 7.4		17* 7.9		20* 8.4		20* 9.8	
TOTAL AUDIENCE (Households (000) & %)		8,240 9.7		7,810 9.2		8,420 10.1		9,170 10.8	
NBC TV		OUR TIME		IT'S YOUR MOVE (R)(SD)		GIMME A BREAK (R)		MAMA'S FAMILY (R)(SD)	
AVERAGE AUDIENCE (Households (000) & %)		6,710 7.9		6,370 7.5		8,070 9.5		7,900 9.3	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		18 7.9		16 7.8		19 8.1		18 9.0	

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	40.8	41.4	41.1	41.7	43.0	44.3	44.9	46.7	47.6	49.0	49.8	51.1	50.2	49.9	49.1	48.6
(See Def. 1)	WK. 2	40.9	40.8	40.7	41.4	42.8	45.0	45.9	47.4	49.1	49.5	50.1	51.7	50.9	50.6	50.5	50.4	

U.S. TV Households: 84,900,000

(1) PGA CHAMPIONSHIP SAT, ABC, (3:30-7:17PM)(S)

For explanation of symbols, See page A.

EVE. SAT. AUG. 10, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. AUG.3, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 3,480
(Households (000) & %) { 4.1

ABC TV

ABC
WEEKEND
REPORT-
SAT

AVERAGE AUDIENCE { 3,230
(Households (000) & %) { 3.8
SHARE OF AUDIENCE % 10
W AVG. AUD. BY ¼ HR. % 3.8

E TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

E AVERAGE AUDIENCE {
(Households (000) & %) {
K SHARE OF AUDIENCE %
I AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE { 10,780
(Households (000) & %) { 12.7

NBC TV

← SATURDAY NIGHT →
(11:30-12:31AM)
(SUSTAINING 12:31-1:00AM)

AVERAGE AUDIENCE { 6,370
(Households (000) & %) { 7.5 8.5* 7.4* 6.0*
SHARE OF AUDIENCE % 23 23* 23* 22*
AVG. AUD. BY ¼ HR. % 8.8 8.2 7.8 7.0 6.2 5.5

TOTAL AUDIENCE { 2,890
(Households (000) & %) { 3.4

ABC TV

ABC
WEEKEND
REPORT-
SAT

W AVERAGE AUDIENCE {
(Households (000) & %) { 2,550
E SHARE OF AUDIENCE % 3.0
E AVG. AUD. BY ¼ HR. % 8
K 3.0

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

E AVERAGE AUDIENCE {
(Households (000) & %) {
K SHARE OF AUDIENCE %
2 AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE { 9,680
(Households (000) & %) { 11.4

NBC TV

← SATURDAY NIGHT →
(11:30-12:31AM)
(SUSTAINING 12:31-1:00AM)

AVERAGE AUDIENCE { 5,180
(Households (000) & %) { 6.1 6.9* 6.2* 4.6*
SHARE OF AUDIENCE % 19 18* 20* 17*
AVG. AUD. BY ¼ HR. % 6.9 6.8 6.7 5.7 4.8 4.8

Wk. 1	45.9	42.9	37.4	34.9	33.1	30.5	27.8	24.3	21.1	18.9	16.5	14.6	13.0	11.6	10.4	9.3
Wk. 2	48.0	44.2	39.1	36.1	32.7	30.0	27.2	25.2	22.5	19.8	17.5	15.7	13.7	11.8	10.7	10.0

U.S. TV Households: 84,000,000

For explanation of symbols, See page A.

EVE.SAT. AUG.10, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 3,480
(Households (000) & %) { 4.1

ABC TV

ABC
WEEKEND
REPORT

AVERAGE AUDIENCE { 3,480
(Households (000) & %) { 4.1
SHARE OF AUDIENCE % 16
AVG. AUD. BY ¼ HR. % 4.1

W

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K

1

TOTAL AUDIENCE { 5,090
(Households (000) & %) { 6.0

CBS TV

SUNDAY
NEWS
050000

AVERAGE AUDIENCE { 4,920
(Households (000) & %) { 5.8
SHARE OF AUDIENCE % 12
AVG. AUD. BY ¼ HR. % 5.8

TOTAL AUDIENCE { 1,190
(Households (000) & %) { 1.4

NBC TV

6
MICHAELS
SPORTS
MACHINE

AVERAGE AUDIENCE { 1,100
(Households (000) & %) { 1.3
SHARE OF AUDIENCE % 4
AVG. AUD. BY ¼ HR. % 1.3

TOTAL AUDIENCE { 2,630
(Households (000) & %) { 3.1

ABC TV

ABC
WEEKEND
REPORT -
SUN.

AVERAGE AUDIENCE { 2,550
(Households (000) & %) { 3.0
SHARE OF AUDIENCE % 12
AVG. AUD. BY ¼ HR. % 3.0

W

E

E

K

2

TOTAL AUDIENCE { 5,010
(Households (000) & %) { 5.9

CBS TV

NEWS
SUNDAY
NEWS
050000

AVERAGE AUDIENCE { 4,580
(Households (000) & %) { 5.4
SHARE OF AUDIENCE % 12
AVG. AUD. BY ¼ HR. % 5.4

TOTAL AUDIENCE { 930
(Households (000) & %) { 1.1

NBC TV

6
MICHAELS
SPORTS
MACHINE

AVERAGE AUDIENCE { 930
(Households (000) & %) { 1.1
SHARE OF AUDIENCE % 4
AVG. AUD. BY ¼ HR. % 1.1

TV HOUSEHOLDS USING TV	WK. 1	49.1	43.7	36.0	31.2	27.2	24.4	20.9	18.8	16.8	15.2	13.4	11.8	10.0	8.7	7.9	7.4
(See Def. 1)	WK. 2	47.7	41.9	35.3	32.0	28.3	25.4	21.1	18.8	16.6	14.9	12.5	11.1	10.3	9.5	8.1	7.3

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

FVF SIN AUG 11 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 29 AUG. 2, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		4,080 4.8		4,410 5.2												
	ABC TV	{		← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) →		← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) →												
	AVERAGE AUDIENCE (Households (000) & %)	{		3,230 3.8		3,740 4.4												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		24 3.7 3.9		20 4.4 4.4												
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		2,630 3.1 CBS MORNING NEWS 1		3,060 3.6 CBS MORNING NEWS 2		4,670 5.5 \$25,000 PYRAMID		4,160 4.9 PRESS YOUR LUCK								
	CBS TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{		2,120 2.5		2,380 2.8		3,910 4.6		3,480 4.1								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		16 2.5 2.5		13 2.7 2.8		19 4.4 4.8		16 3.9 4.3								
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{		3,990 4.7 ← TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) →		4,580 5.4 ← TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) →		4,410 5.2 SILVER SPOONS M-F		4,840 5.7 SALE OF THE CENTURY								
	NBC TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{		3,060 3.6		3,740 4.4		3,570 4.2		3,990 4.7								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		23 3.4 3.7		20 4.4 4.3		17 3.9 4.5		19 4.6 4.7								
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{		4,410 5.2 ← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) →		4,500 5.3 ← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) →												
	ABC TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{		3,480 4.1		3,740 4.4												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		25 4.1 4.2		20 4.4 4.3												
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{		2,800 3.3 CBS MORNING NEWS 1		3,140 3.7 CBS MORNING NEWS 2		5,010 5.9 \$25,000 PYRAMID		4,840 5.7 PRESS YOUR LUCK								
	CBS TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{		2,120 2.5		2,550 3.0		4,160 4.9		4,080 4.8								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		15 2.5 2.6		14 2.9 3.0		20 4.7 5.1		19 4.6 5.0								
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{		3,990 4.7 ← TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) →		4,410 5.2 ← TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) →		4,750 5.6 SILVER SPOONS M-F		4,920 5.8 SALE OF THE CENTURY								
	NBC TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{		2,970 3.5		3,480 4.1		3,990 4.7		4,410 5.2								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		21 3.5 3.5		19 4.2 4.1		19 4.3 5.1		20 5.1 5.2								
TV HOUSEHOLDS USING TV		WK. 1	10.2	11.8	13.0	14.5	16.0	17.4	18.6	19.6	21.0	22.4	23.4	24.1	24.4	25.1	25.1	25.3
(See Def. 1)		WK. 2	10.5	12.2	13.5	14.9	16.6	18.3	19.5	20.1	21.0	22.3	23.5	24.3	25.1	25.7	25.3	25.6

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG 5-9 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,800 3.3	2,720 3.2	2,970 3.5	4,250 5.0	9,510 11.2	8,490 10.0				
	ABC TV		ANGIE	ALL STAR BLITZ	RYAN'S HOPE	LOVING	← ALL MY CHILDREN →	← ONE LIFE TO LIVE (SD) →				
	AVERAGE AUDIENCE (Households (000) & %)	{	2,290 2.7	2,290 2.7	2,460 2.9	3,480 4.1	7,050 8.3	7.8*	8.9*	6,370 7.5	7.4*	7.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{	10 2.7	10 2.6	11 2.8	14 3.0	27 3.9	25 4.4	27 5.3	29 8.9	26 7.4	26 7.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,710 7.9	8,740 10.3	9,760 11.5	6,960 8.2	4,840 5.7					
	CBS TV		PRICE IS RIGHT 1	PRICE IS RIGHT 2 (SD)	← YOUNG AND THE RESTLESS →	← AS THE WORLD TURNS →	CAPITOL					
	AVERAGE AUDIENCE (Households (000) & %)	{	5,690 6.7	7,390 8.7	7,390 8.7	5,180 6.1	4,410 5.2					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{	26 6.4	33 8.4	31 8.3	20 6.0	18 5.2					
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	7,050 8.3	5,180 6.1	4,080 4.8	3,060 3.6	7,470 8.8	5,260 6.2				
	NBC TV		WHEEL OF FORTUNE	SCRABBLE	SUPER PASSWORD	SEARCH FOR TOMORROW	← DAYS OF OUR LIVES →	← ANOTHER WORLD (SD) →				
	AVERAGE AUDIENCE (Households (000) & %)	{	5,860 6.9	4,500 5.3	3,310 3.9	2,550 3.0	6,030 7.1	3,990 4.7				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{	27 6.8	20 5.3	14 3.7	11 3.0	23 6.7	16 4.9	6.9* 7.1	7.3* 7.2	4.8* 4.7	4.6* 4.6

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	3,230 3.8	2,720 3.2	3,230 3.8	3,990 4.7	9,000 10.6	8,830 10.4								
	ABC TV			ANGIE	ALL STAR BLITZ	RYAN'S HOPE	LOVING	ALL MY CHILDREN		ONE LIFE TO LIVE (SD)							
	AVERAGE AUDIENCE (Households (000) & %)		{	2,630 3.1	2,380 2.8	2,720 3.2	3,570 4.2	6,790 8.0	7.7*	8.3*	8.2	7.9*	8.5*				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{	12 3.1	11 2.6	12 3.2	15 4.1	26 7.3	25*	27*	28	27*	29*				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	6,710 7.9	8,490 10.0	9,000 10.6		6,790 8.0		4,920 5.8							
	CBS TV			PRICE IS RIGHT 1 (OP)	PRICE IS RIGHT 2 (SD)	YOUNG AND THE RESTLESS (OP) (SUS-OP)		AS THE WORLD TURNS		CAPITOL							
	AVERAGE AUDIENCE (Households (000) & %)		{	5,770 6.8	7,220 8.5	6,710 7.9		5,350 6.3		4,410 5.2							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{	27 6.6	34 8.3	28 7.7		21 6.0		22* 5.2							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	7,130 8.4	5,180 6.1	3,990 4.5	3,060 3.6	7,220 8.5	5,940 7.0								
	NBC TV			WHEEL OF FORTUNE	SCRABBLE	SUPER PASSWORD	SEARCH FOR TOMORROW	DAYS OF OUR LIVES (OP) (SUS-OP)		ANOTHER WORLD (SD)							
	AVERAGE AUDIENCE (Households (000) & %)		{	6,110 7.2	4,580 5.4	3,230 3.8	2,550 3.1	5,860 6.9	6.7*	7.0*	4,250 5.0	5.1*	5.0*				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{	28 7.0	21 5.3	14 3.7	11 3.0	23 6.4	22*	23*	17 5.2	17*	17*				
TV HOUSEHOLDS USING TV																	
(See Def. 1)		WK. 1	25.3	26.1	26.0	26.7	27.5	28.7	26.7	29.4	29.9	30.5	30.4	29.3	29.4	28.7	29.2
		WK. 2	25.2	25.7	25.7	26.1	27.4	28.5	28.7	28.9	29.3	30.1	30.3	30.5	29.8	30.2	29.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 29-AUG. 2, 1985

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	9,340 11.0	GENERAL HOSPITAL										9,250 10.9 ABC WORLD NEWS TONIGHT	
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{	7,470 8.8	8.7*			8.9*						7,900 9.3		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	29 8.6	29 *			29 *						21 9.1		
					9.0	8.8							9.4			
TOTAL AUDIENCE (Households (000) & %)		{	6,960 8.2	GUIDING LIGHT (MTUWF)(S)(OP)(SD)										2,630 3.1 BODY LANGUAGE (MTUWF)(S)(OP)	(S)(OP)	10,950 12.9 CBS EVENING NEWS- RATHER
CBS TV																
AVERAGE AUDIENCE (Households (000) & %)		{	5,520 8.5	8.3*			6.6*	2,120 2.5					9,250 10.9			
SHARE OF AUDIENCE		%	22 6.2	21 *			21 *	8 2.4					24 11.0			
AVG. AUD. BY ¼ HR.		%		6.5	6.6	6.5	2.5							10.9		
TOTAL AUDIENCE (Households (000) & %)		{	3,650 4.3	SANTA BARBARA (OP)										8,240 9.7 NBC NIGHTLY NEWS		
NBC TV																
AVERAGE AUDIENCE (Households (000) & %)		{	2,720 3.2	3.2*			3.2*					7,050 8.3				
SHARE OF AUDIENCE		%	11 3.2	11 *			10 *					19 8.1				
AVG. AUD. BY ¼ HR.		%		3.2	3.2	3.2	3.2					8.5				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	10,100 11.9	GENERAL HOSPITAL										9,170 10.8 ABC WORLD NEWS TONIGHT	
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{	7,900 9.3	9.3*			9.2*					7,730 9.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	30 9.2	31 *			30 *					20 8.9			
					9.4	9.4	9.1							9.2		
TOTAL AUDIENCE (Households (000) & %)		{	7,220 8.5	GUIDING LIGHT (SD)										2,380 2.8 BODY LANGUAGE	10,440 12.3 CBS EVENING NEWS- RATHER	
CBS TV																
AVERAGE AUDIENCE (Households (000) & %)		{	5,770 6.8	6.6*			7.1*	2,040 2.4					8,830 10.4			
SHARE OF AUDIENCE		%	22 6.3	22 *			23 *	8 2.3					23 10.3			
AVG. AUD. BY ¼ HR.		%		6.8	7.0	7.1	2.4							10.5		
TOTAL AUDIENCE (Households (000) & %)		{	4,080 4.8	SANTA BARBARA										9,000 10.6 NBC NIGHTLY NEWS		
NBC TV																
AVERAGE AUDIENCE (Households (000) & %)		{	2,890 3.4	3.4*			3.4*					7,640 9.0				
SHARE OF AUDIENCE		%	11 3.5	11 *			11 *					20 8.9				
AVG. AUD. BY ¼ HR.		%		3.3	3.3	3.4							9.2			

TV HOUSEHOLDS (000)	WK. 1	29.3	30.2	30.7	31.4	30.6	31.5	31.9	33.2	34.3	36.2	37.5	39.3	42.1	43.7	44.6	45.5
(See Def. 1)	WK. 2	29.7	30.5	30.6	31.3	30.5	32.0	32.3	33.8	34.8	36.5	37.6	39.4	42.2	44.3	45.4	46.8

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG. 5-9, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG. 3, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					1,780 2.1		2,720 3.2		2,970 3.5		3,140 3.7		3,480 4.1		3,310 3.9	
	ABC TV					SUPERFRIENDS: SUPERPOWERS2 (SD)		SUPERFRIENDS: SUPERPOWERS (SD)		MIGHTY ORBOTS		TURBO TEEN (SD)		RUBIK, THE AMAZING CUBE (SD)		NEW SCOOBY DOO MYSTERIES	
	AVERAGE AUDIENCE (Households (000) & %)					1,440 1.7		2,380 2.8		2,380 2.8		2,720 3.2		2,890 3.4		2,460 2.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					14 1.5	1.8	18 2.6	2.9	14 2.8	2.9	14 3.1	3.3	14 3.3	3.4	12 2.7	3.0
K 2	TOTAL AUDIENCE (Households (000) & %)					1,530 1.8		2,800 3.3		4,750 5.6		4,840 5.7		4,410 5.2		6,110 7.2	
	CBS TV					BISKITTS (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2	
	AVERAGE AUDIENCE (Households (000) & %)					1,100 1.3		2,290 2.7		3,740 4.4		3,990 4.7		3,650 4.3		4,840 5.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					11 1.0	1.6	18 2.3	3.1	22 3.9	4.9	20 4.6	4.9	18 4.1	4.5	23 5.5	5.9
	TOTAL AUDIENCE (Households (000) & %)					2,550 3.0		2,970 3.5		4,750 5.6		6,030 7.1		7,220 8.5		5,860 6.9	
	NBC TV					SNORKS (SD)		PINK PANTHER AND AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					2,210 2.6		2,550 3.0		3,990 4.7		5,180 6.1		6,370 7.5		5,090 6.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 2.3	2.8	20 2.7	3.3	24 4.5	4.8	27 6.0	6.3	31 7.6	7.4	24 6.1	6.0

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					1,530 1.8		2,460 2.9		2,630 3.1		3,060 3.6		3,570 4.2		4,080 4.8	
	ABC TV					SUPERFRIENDS: SUPERPOWERS2 (SD)		SUPERFRIENDS: SUPERPOWERS (SD)		MIGHTY ORBOTS		TURBO TEEN (SD)		RUBIK, THE AMAZING CUBE (SD)		NEW SCOOBY DOO MYSTERIES	
	AVERAGE AUDIENCE (Households (000) & %)					1,190 1.4		1,780 2.1		2,120 2.5		2,720 3.2		2,890 3.4		3,310 3.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					13 1.2	1.6	14 1.8	2.4	13 2.2	2.7	14 3.1	3.2	14 3.2	3.5	15 3.6	4.2
	TOTAL AUDIENCE (Households (000) & %)					1,870 2.2		2,970 3.5		4,580 5.4		4,670 5.5		5,260 6.2		5,010 5.9	
	CBS TV					BISKITTS (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2	
	AVERAGE AUDIENCE (Households (000) & %)					1,360 1.6		2,550 3.0		3,740 4.4		4,080 4.8		4,250 5.0		4,330 5.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 1.2	1.9	20 2.7	3.2	22 4.2	4.7	21 4.7	4.8	20 5.0	5.0	19 5.1	5.1
	TOTAL AUDIENCE (Households (000) & %)					2,800 3.3		3,480 4.1		4,840 5.7		6,370 7.5		6,620 7.8		6,280 7.4	
	NBC TV					SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					2,040 2.4		2,800 3.3		4,160 4.9		5,260 6.2		5,690 6.7		5,600 6.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 1.9	2.8	22 3.1	3.5	25 4.7	5.1	27 5.7	6.7	27 6.9	6.5	25 6.5	6.6

TV HOUSEHOLDS USING TV	WK. 1	7.4	8.0	9.2	10.8	12.4	14.3	15.7	18.1	20.5	21.9	23.3	23.9	24.3	25.2	24.9	25.1
(See Def. 1)	WK. 2	6.0	6.8	7.8	9.0	11.2	13.8	15.1	17.2	19.8	21.7	22.5	24.6	25.2	25.4	26.6	27.0

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SAT. AUG. 10, 1985

NIELSEN NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG. 3, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
TOTAL AUDIENCE (Households (000) & %)		{	3,740 4.4	3,990 4.7		3,140 3.7		3,910 4.6								11,890 14.0		
ABC TV			SCARY SCOOBY DOO FUNNIES (SD)	LITTLES		ABC WEEKEND SPECIALS THE MINGED COLT, PART 1	AMERICAN BANDSTAND									ABC WIDE WORLD- SPORTS SAT (2:30-5:39PM)		
AVERAGE AUDIENCE (Households (000) & %)		{	3,060 3.6	3,230 3.8		2,800 3.3		2,120 2.5	2.4*			2.5*			4,580 5.4	5.2*		
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	14 3.6	15 3.7	3.6	4.0	3.1	3.4	2.5	2.3	2.4	2.5			18 5.2	18 *	5.1	
TOTAL AUDIENCE (Households (000) & %)		{	5,520 6.5	4,750 5.6		4,330 5.1		5,600 6.6						3,650 4.3				
CBS TV			CBS STORYBREAK	LAND OF THE LOST (SD)		BUGS BUNNY/ROAD RUNNER 3 (SD)	SATURDAY SUPERCAR					POLE POSITION						
AVERAGE AUDIENCE (Households (000) & %)		{	4,670 5.5	3,820 4.5		3,400 4.0		3,480 4.1	3.8*			4.3*		3,060 3.6				
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	21 5.7	18 5.3	4.6	4.4	15 3.9	15 4.1	14 * 4.0		4.3	16 * 4.4		13 3.5	3.6			
TOTAL AUDIENCE (Households (000) & %)		{	4,920 5.8	4,580 5.4		4,410 5.2		2,890 3.4						4,670 5.5	12,650 14.9			
NBC TV			KIDD VIDEO	MR. T		SPIDERMAN AND FRIENDS (SD)	INCREDIBLE HULK					NBC MAJOR LEAGUE BASEBALL CHICAGO WHITE SOX VS N.Y. YANKEES MINAUKKEE VS DETROIT (1:18-4:17PM)(GP)						
AVERAGE AUDIENCE (Households (000) & %)		{	4,500 5.3	3,990 4.7		3,740 4.4		2,550 3.0		4,160 4.9	5,180 6.1		5.9*		6.7*		6.6*	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	22 5.4	19 5.1	4.6	4.7	17 4.4	13 4.3		18 4.9	22 5.4		21 *	6.0	24 *	23 *	6.6	

TOTAL AUDIENCE (Households (000) & %)		{ 4,840 5.7		{ 5,090 6.0		{ 4,250 5.0		{ 5,350 6.3		{ 4,250 5.0	
ABC TV		SCARY SCOOBY DOO FUNNIES (SD)		LITTLES		ABC WEEKEND SPECIALS THE WINGED COLT, PART 2		AMERICAN BANDSTAND		ABC WIDE WORLD- SPORTS SP. (2:30-3:30PM)	
AVERAGE AUDIENCE (Households (000) & %)		{ 3,910 4.6		{ 4,160 4.9		{ 3,480 4.1		{ 3,060 3.6		{ 2,120 2.5	
SHARE OF AUDIENCE %		{ 17		{ 18		{ 15		{ 13		{ 8	
AVG. AUD. BY ¼ HR. %		{ 4.6		{ 4.7		{ 4.1		{ 3.7		{ 2.5	
TOTAL AUDIENCE (Households (000) & %)		{ 5,430 6.4		{ 5,180 6.1		{ 4,410 5.2		{ 6,370 7.5		{ 4,410 5.2	
CBS TV		CBS STORYBREAK		LAND OF THE LOST (SD)		BUGS BUNNY/ROAD RUNNER 3 (SD)		SATURDAY SUPERCARDE		POLE POSITION	
AVERAGE AUDIENCE (Households (000) & %)		{ 4,670 5.5		{ 4,250 5.0		{ 3,820 4.5		{ 3,910 4.6		{ 3,650 4.3	
SHARE OF AUDIENCE %		{ 20		{ 19		{ 16		{ 16		{ 15	
AVG. AUD. BY ¼ HR. %		{ 5.3		{ 5.7		{ 4.3		{ 4.1		{ 4.5	
TOTAL AUDIENCE (Households (000) & %)		{ 4,920 5.8		{ 3,990 4.7		{ 3,310 3.9		{ 3,310 3.9		{ 4,580 5.4	
NBC TV		KIDD VIDEO		MR. T		SPIDERMAN AND FRIENDS (SD)		(2) (-OP)		NBC MAJOR LEAGUE BASEBALL CHICAGO CUBS VS N.Y. METS CALIFORNIA VS MINNESOTA MULTI-SEGMENT TELECAST (DP)	
AVERAGE AUDIENCE (Households (000) & %)		{ 4,250 5.0		{ 3,060 3.6		{ 2,890 3.4		{ 2,630 3.1		{ 3,910 4.6	
SHARE OF AUDIENCE %		{ 19		{ 13		{ 12		{ 12		{ 16	
AVG. AUD. BY ¼ HR. %		{ 5.2		{ 4.8		{ 3.3		{ 3.4		{ 4.6	

TV HOUSEHOLDS USING TV WK 1	25.4	25.4	25.8	26.0	26.0	27.0	26.0	26.2	26.4	27.2	28.0	27.7	27.6	27.7	28.2	28.2
(See Def. 1) WK. 2	26.8	27.1	26.9	27.2	27.9	29.1	29.2	28.5	28.2	28.6	28.4	29.1	29.4	29.8	30.5	30.4

U.S. TV Households, 84,900,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:18PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:17PM)

For explanation of symbols, See page A.

DAY SAT. AUG. 10, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT AUG 3, 1985

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
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TOTAL AUDIENCE (Households (000) & %)		ABC WIDE WORLD SPORTS SAT (2:30-5:30PM)												7,130 8.4 ABC WRLD NEWS TUE-FRI 'A'
ABC TV														5,860 6.1 18 7.0 6.8
AVERAGE AUDIENCE (Households (000) & %)														
SHARE OF AUDIENCE														
AVG. AUD. BY 1/4 HR.		4.9	4.9	5.2	5.5	5.5	5.8	5.7	5.5	5.5	6.0			
TOTAL AUDIENCE (Households (000) & %)		7,390 8.7												6,450 7.6 CBS SAT NEWS- SCHIEFFER
CBS TV		WESTERN OPEN GOLF SAT												5,350 6.3 16 6.3 6.4
AVERAGE AUDIENCE (Households (000) & %)		2,800 3.3 3.0* 2.8* 3.3* 4.0*												
SHARE OF AUDIENCE		10 10* 9* 10* 12*												
AVG. AUD. BY 1/4 HR.		2.9	3.1	2.7	2.8	3.0	3.6	4.1	3.8					
TOTAL AUDIENCE (Households (000) & %)		5,770 6.8												5,690 6.7 NBC NIGHTLY NEWS- SAT.
NBC TV		NBC MAJOR LEAGUE BASEBALL CHICAGO WHITE SOX VS N.Y. YANKEES MILWAUKEE VS DETROIT (1:10-4:17PM)(-OP)												4,580 5.4 14 5.1 5.7
AVERAGE AUDIENCE (Households (000) & %)		3,230 3.8 3.6* 4.2*												
SHARE OF AUDIENCE		12 12* 14*												
AVG. AUD. BY 1/4 HR.		6.3	6.2	6.1	5.7	5.9	3.5	3.6	3.6	4.3	4.1			

TOTAL AUDIENCE (Households (000) & %)		11,290 13.3																			
ABC TV		ABC WIDE WORLD- SPORTS SP (2:30-3:30PM)																PGA CHAMPIONSHIP-SAT (3:30-7:17PM)			
AVERAGE AUDIENCE (Households (000) & %)		4,080 4.8																			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		2.5	2.7	3.5	3.4	3.8	4.2	4.5	4.8	5.1	5.6	5.8	5.6	5.5	5.1	4.9	4.9*				
TOTAL AUDIENCE (Households (000) & %)		6,450 7.6																8,490 10.0			
CBS TV		CBS SPORTS SPECIAL-SA.																CBS SAT. NEWS- SCHIEFFER			
AVERAGE AUDIENCE (Households (000) & %)		3,650 4.3																7,130 8.4			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		4.4	4.1	4.2	4.7				8.2	8.6											
TOTAL AUDIENCE (Households (000) & %)		6,280 7.4																NBC NIGHTLY NEWS- SAT			
NBC TV		NBC MAJOR LEAGUE BASEBALL CHICAGO CUBS VS N.Y. METS CALIFORNIA VS MINNESOTA MULTI-SEGMENT TELECAST																			
AVERAGE AUDIENCE (Households (000) & %)		3,120 3.0																5,520 6.5			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		9.3	9.4	8.4	8.0	7.2				6.4	6.6										
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	28.4	29.1	29.4	30.0	30.4	30.2	31.2	31.6	32.3	33.5	34.0	34.5	36.2	37.2	38.6	40.0			
		WK. 2	30.5	31.1	31.2	31.7	31.4	31.4	31.8	32.5	33.3	34.5	35.0	36.1	38.3	39.8	41.1	41.3			

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

DAY SAT AUG 10 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 4, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

1

5,350
6.32,720
3.2

SUNDAY MORNING

FACE THE NATION

2,720

2,290

3.2

2.9*

3.5*

3.3*

2.7

16

17 *

17 *

14 *

11

2.5

3.2

3.3

3.6

3.3

3.3

2.7

2.7

W

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

1

FOR OUR TIMES
(SUS)6,030
7.13,060
3.6

SUNDAY MORNING

FACE THE NATION

3,570

2,380

4.2

4.0*

4.4*

4.0*

2.8

20

21 *

21 *

17 *

11

3.6

4.5

4.5

4.3

4.2

3.8

2.9

2.6

TV HOUSEHOLDS USING TV
(See Def. 1)WK. 1
WK. 2

5.7

6.2

7.4

8.7

11.0

12.6

13.7

15.1

16.8

19.6

21.6

22.7

22.4

23.8

24.1

23.5

4.9

6.1

7.3

8.6

11.0

13.2

15.6

18.0

20.0

21.5

22.2

22.6

23.0

24.3

23.9

24.2

U.S. TV HOUSEHOLDS: 84,900,000

For explanation of symbols, See page A.

DAY SUN. AUG. 11, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG 4, 1985

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE {
(Households (000) & %)

4,410
5.2

← THIS WEEK-DAVID BRINKLEY →

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)

2,550

SHARE OF AUDIENCE %

3.0

3.0*

3.0*

AVG. AUD. BY ¼ HR. %

11

11 *

11 *

2.9

3.1

3.1

3.0

W

E

E

K

1

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

2,720

3.2

MEET THE PRESS

← RELIGIOUS SERIES →

(SUS)

2,040

2.4

9

2.4

2.5

TOTAL AUDIENCE {
(Households (000) & %)

4,580
5.4

← THIS WEEK-DAVID BRINKLEY →

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

3,060

3.6

3.5*

3.7*

12

13 *

12 *

3.3

3.7

3.8

3.7

1,700

2.0

SPORTSBEAT

1,440

1.7

6

1.0

1.6

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

2,890

3.4

MEET THE PRESS

2,300

2.7

2.7

TV HOUSEHOLDS USING TV WK. 1	WK. 2	24.1	25	26	27.4	27.0	27.3	27.8	28.1	27.8	29.2	30.8	30.6	31.2	32.4	33.7	33.4
(See Def. 1)	WK. 2	25.3	27	27.8	27.5	27.2	27.7	28.1	28.3	28.3	29.9	31.2	31.1	31.5	32.4	32.7	33.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

DAY SUN. AUG. 11. 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG 4, 1985

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

8,320
6
ABC WORLD NEWS
TONIGHT-SUN

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

12,480
14.7

WESTERN OPEN GOLF-SUN
(4:00-8:50 PM EST)

5,520

6.5

17

4.9

4.9*

14*

5.0

5.2

5.4*

15*

5.6

5.7

6.1*

16*

6.4

6.7

7.0*

18*

7.4

7.8

7.8*

19*

7.7

8.6

8.7

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

7,470

8.8

SPORTSWORLD

7,130
8.4
NBC NIGHTLY NEWS-SUN

3,140

3.7

10

3.4

3.6*

10*

3.8

3.4

3.4*

9*

3.5

3.9

4.1*

10*

4.4

5,860

6.9

15

6.5

7.2

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

12,650
14.9

PGA CHAMPIONSHIP-SUN

5,770

6.8

19

4.1

4.5*

14*

5.0

5.9*

18*

6.1

6.5

6.5*

19*

6.6

7.1

7.3*

21*

7.5

7.3

7.6*

20*

7.8

8.2

8.2*

21*

8.3

8.6

7.6*

18*

6.7

W

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E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

8,910

10.5

CBS SPORTS SUNDAY

8,320

9.8

CBS EVENING NEWS SUNDAY

3,740

4.4

19

3.3

3.5*

11*

3.6

4.1

4.1*

12*

4.2

4.6

4.7*

13*

4.7

5.1

5.2*

14*

5.3

7.8

8.0

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

6,930

7.1

SPORTSWORLD-SUN SPEC. ED.

6,790

6.0

NBC NIGHTLY NEWS-SUN

2,630

3.1

9

3.2

3.0*

9*

2.8

3.1

3.0*

8*

3.0

3.2

3.3*

9*

3.4

5,600

6.6

15

6.2

7.1

TV HOUSEHOLDS USING TV	WK. 1	34.2	34.8	35.7	36.3	36.8	37.0	36.8	37.6	38.6	39.8	40.4	42.4	44.0	44.6	45.3	46.7
(See Def. 1)	WK. 2	33.0	33.5	33.7	33.8	33.5	33.4	34.3	35.0	36.1	37.6	38.6	40.3	42.0	42.4	43.9	44.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. AUG. 11, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC ABC MONDAY NIGHT BASEBALL	1	8.00-10.54PM	-GRID 11.00	18,080	21.3	7,810	9.2	16	<<								
ABC ABC NEWSBRIEF-MON	1	8.07- 8.08PM	8.00	6,620	7.8	6,620	7.8	16	7.8								
ABC ABC BUSINESS BRIEF-MON	2	8.58- 8.59PM	8.45							7,980	9.4	7,980	9.4	16	9.4		
ABC ABC NEWSBRIEF-MON	2	10.02-10.03PM	10.00							11,630	13.7	11,630	13.7	23	13.7		
CBS AMERICAN PORTRAIT-SUS(SUS)	2	8.58- 8.59PM	8.45														
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE	1	9.58- 9.59PM	9.45	9,420	11.1	9,420	11.1	19	11.1								
	2	9.52- 9.53PM	9.45							13,500	15.9	13,500	15.9	27	15.9		
NBC NBC NEWS DIGEST-2-M-F	1	9.58- 9.59PM	9.45	9,590	11.3	9,590	11.3	19	11.3								
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	6,880	8.1	6,880	8.1	15	8.1	5,520	6.5	5,520	6.5	12	6.5		
ABC ABC NEWSBRIEF-WED		9.58- 9.59PM	9.45	6,960	8.2	6,960	8.2	14	8.2	6,620	7.8	6,620	7.8	14	7.8		
CBS AMERICAN PORTRAIT SUS(SUS)		8.58- 8.59PM	8.45														
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	8,150	9.6	8,150	9.6	17	9.6	8,490	10.0	8,490	10.0	17	10.0		
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	2	8.15- 8.16PM	8.15							9,510	11.2	9,510	11.2	25	11.2		
ABC ABC NEWSBRIEF-FRI		9.58- 9.59PM	9.45	8,830	10.4	8,830	10.4	20	10.4	7,390	8.7	7,390	8.7	16	8.7		
CBS AMERICAN PORTRAIT-SUS.(SUS)		8.58- 8.59PM	8.45														
NBC NBC MAJOR LGE BSBL GM FRI(S)	1	8.08-12.22AM	-GRID 11.00 11.15 11.30 11.45 12.00 12.15	19,360	22.8	6,450	7.6	16									
							8.2*	17*	8.3								
							8.8*	21*	8.1								
							8.5*	22*	8.8								
NBC NBC MAJOR LGE PRE GM FRI(S)	1	8.00- 8.08PM	8.00	7,810	9.2	4,750	5.6	14	5.6								
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	1	8.58- 8.59PM	8.45	7,390	8.7	7,390	8.7	19	8.7								
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	8,740	10.3	8,740	10.3	20	10.3	8,740	10.3	8,740	10.3	20	10.3		
CBS SPORTSBREAK-SAT	1	8.58- 8.59PM	8.45	4,920	5.8	4,920	5.8	12	5.8								
	2	8.56- 8.57PM	8.45							8,240	9.7	8,240	9.7	20	9.7		
CBS NEWSBREAK-SAT.	1	9.50- 9.51PM	9.45	5,520	6.5	5,520	6.5	13	6.5								
	2	10.02-10.03PM	10.00							7,730	9.1	7,730	9.1	18	9.1		
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	4,750	5.6	4,750	5.6	12	5.6	6,030	7.1	6,030	7.1	15	7.1		
NBC NBC NEWS DIGEST-2-SAT.	2	9.58- 9.59PM	9.45							6,620	7.8	6,620	7.8	15	7.8		
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN CONT'D	1	8.47- 8.48PM	8.45	9,930	11.7	9,930	11.7	21	11.7								

A-39	U.S. TV HOUSEHOLDS: 84,900,000	FOR EXPLANATION OF SYMBOLS, SEE PAGE A.	*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)
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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVERNING SUNDAY-CONT'D																			
ABC ABC SPORTS UPDATE-SUN-CONT'D	2	8.58- 8.59PM	8.45									7,130	8.4	7,130	8.4	15	8.4		
ABC ABC NEWSBRIEF-SUN.	1	9.40- 9.41PM	9.30	12,310	14.5	12,310	14.5	25	14.5			7,980	9.4	7,980	9.4	16	9.4		
	2	9.55- 9.56PM	9.45									13,580	16.0	13,580	16.0	29	16.0		
CBS SPORTSBREAK-SUN		8.58- 8.59PM	8.45	10,700	12.6	10,700	12.6	22	12.6			10,530	12.4	10,530	12.4	22	12.4		
CBS NEWSBREAK-SUN.		9.58- 9.59PM	9.45	11,040	13.0	11,040	13.0	22	13.0			6,280	7.4	6,280	7.4	13	7.4		
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	7,560	8.9	7,560	8.9	16	8.9										
NBC NBC NEWS DIGEST-2-SUN.	1	9.52- 9.53PM	9.45	7,640	9.0	7,640	9.0	15	9.0										
EVERNING MONDAY-FRIDAY																			
ABC ABC NEWS:NIGHTLINE		>	11.30	7,220	8.5	5,690	6.7	18	7.5	W-F		6,710	7.9	5,180	6.1	17	6.9	M-TH	
			11.45						6.0	W-F					6.3*	17*	5.6	M-TH	
			12.00						5.1	W-F					4.7*	16*	4.5	TU-TH	
ABC ABC NEWS:NIGHTLINE-MON	1	11.30-12.01AM	11.30	5,350	6.3	4,250	5.0	14	5.7	MON.									
			11.45						4.4	MON.									
			12.00						3.9	MON.									
ABC PGA CHAMPIONSHIP-FRI(S)	2	11.30-12.00MD	11.30									4,330	5.1	3,310	3.9	10	4.4	FRI.	
			11.45														3.3	FRI.	
ABC VIEWPOINT(S)	1	11.30- 1.19AM	11.30	6,880	8.1	3,310	3.9	14	6.3	TUE.									
			11.45					5.7*	5.1	TUE.									

			12.00						4.3	TUE.									
			12.15						3.6	TUE.									
			12.30						3.2	TUE.									
			12.45						2.7	TUE.									
			1.00						2.6	TUE.									
			1.15						2.1	TUE.									
ABC ABC NEWS:NIGHTLINE-FRI(B)	2	12.00-12.30AM	12.00									2,800	3.3	2,290	2.7	9	3.1	FRI.	
			12.15														2.4	FRI.	
ABC ABC NEWS:NIGHTLINE-MON	2	12.00-12.48AM	12.00									6,030	7.1	4,250	5.0	18	6.1	MON.	
			12.15														5.1	MON.	
			12.30														4.2	MON.	
			12.45														3.6	MON.	
ABC ABC ROCKS	1	12.04-12.36AM	12.00	2,460	2.9	2,120	2.5	8	2.7	FRI.									
			12.15						2.4	FRI.									
			12.30						2.3	FRI.									
ABC EYE ON HOLLYWOOD		12.01-12.31AM	12.00	1,870	2.2	1,530	1.8	6	1.9	MWTH		1,700	2.0	1,440	1.7	6	1.8	TU-TH	
			12.15						1.7	MWTH							1.7	TU-TH	
			12.30						1.7	MWTH							1.7	TU-TH	
CBS AMERICAN PORTRAIT	>		8.45	8,570	10.1	8,570	10.1	18	12.5	MTUWTH		7,050	8.3	7,050	8.3	15	8.3	TU&TH	
			9.00						5.2	TUE.									
CBS NEWSBREAK-M-F	>		9.45	8,320	9.8	8,240	9.7	17	11.0	M-F		8,150	9.6	8,150	9.6	17	9.7	M-F	
			10.00						5.2	TUE.							9.3	TU & W	
CBS LATE MOVIE I	>		11.30	6,110	7.2	3,820	4.5	14	5.1	M-F		6,280	7.4	4,160	4.9	16	5.5	M-F	
			11.45						4.9*	M-F							5.1	M-F	
			12.00						4.4	M-F							4.9	M-F	
			12.15						4.2	M-F							4.8*	M-F	
			12.30						4.1*	M-F							4.7	M-F	
CONT'D									4.0	M-F							4.3*	M-F	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
CBS LATE MOVIE I-CONT'D		VARIOUS TIMES	(SUS)																
CBS LATE MOVIE II		>	12.30	3,570	4.2	2,720	3.2	16	3.5	M-F		3,740	4.4	2,720	3.2	17	3.6	M-F	
			12.45				3.4*	15*	3.3	M-F					3.5*	16*	3.4	M-F	
			1.00						3.1	M-F							3.0	M-F	
			1.15				3.1*	18*	2.9	M-F					2.9*	16*	2.7	M-F	
			1.30						3.0	M & W							2.8	M & W	
		VARIOUS TIMES	(SUS)																
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,100	1.3	930	1.1	11	1.2	M-THSU		1,100	1.3	1,020	1.2	12	1.3	M-THSU	
			2.15						1.1	M-THSU							1.1	M-THSU	
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	-GRID	1,100	1.3	930	1.1	14		M-THSU		1,190	1.4	1,020	1.2	14		M-THSU	
			2.30						1.2	M-THSU							1.2	M-THSU	
			2.45						1.0	M-THSU							1.1	M-THSU	
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00	1,610	1.9	760	.9	18	1.1	M-THSU		1,950	2.3	930	1.1	20	1.3	M-THSU	
			3.15				1.1*	17*	1.0	M-THSU					1.2*	17*	1.2	M-THSU	
			3.30						1.0	M-THSU							1.2	M-THSU	
			3.45				1.0*	18*	1.0	M-THSU					1.2*	20*	1.2	M-THSU	
			4.00						1.0	M-THSU							1.2	M-THSU	
			4.15				.9*	18*	.9	M-THSU					1.1*	20*	1.1	M-THSU	
			4.30						.9	M-THSU							1.2	M-THSU	
			4.45				.9*	21*	.9	M-THSU					1.1*	22*	1.1	M-THSU	

			5.00																
			5.15																
			5.30																
			5.45																
NBC NBC NEWS DIGEST-M-F	1	>	8.00	8,240	9.7	8,240	9.7	19	5.2	M-F		8,490	10.0	8,490	10.0	18	10.0	M-F	
NBC NBC NEWS DIGEST-2-M-F	2	8.58- 8.59PM	8.45						10.8	M-TH		8,320	9.8	8,320	9.8	17	9.8	TU&TH	
NBC TONIGHT SHOW	2	9.58- 9.59PM	9.45									8,910	10.5	5,260	6.2	19	7.3	M-F	
		11.30-12.30AM	11.30	10,270	12.1	6,370	7.5	23	8.6	M-TH					6.8*	18*	6.3	M-F	
			11.45				8.3*	22*	8.0	M-TH							6.0	M-F	
			12.00						7.2	M-TH							5.4	M-F	
			12.15				6.7*	23*	6.2	M-TH					5.7*	19*	4.0	M-TH	
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	4,840	5.7	3,990	4.7	21	4.9	M-TH		3,990	4.7	3,140	3.7	17	3.4	M-TH	
NBC FRIDAY NIGHT VIDEOS	2	12.30- 2.00AM	12.45						4.6	M-TH							5.3	FRI.	
			1.00									6,710	7.9	3,310	3.9	20	4.5	FRI.	
			1.15												4.9*	20*	4.2	FRI.	
			1.30														3.8*	19*	3.4
			1.45														2.9*	18*	3.2
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	3,650	4.3	3,060	3.6	21	3.9	M-TH		2,890	3.4	2,290	2.7	16	3.0	M-TH	
			1.15						3.3	M-TH							2.5	M-TH	
NBC FRIDAY NIGHT VIDEOS	1	1.03- 2.33AM	1.00	4,330	5.1	2,040	2.4	13	2.9	FRI.									
			1.15				2.8*	12*	2.7	FRI.									
			1.30						2.7	FRI.									
			1.45				2.5*	13*	2.4	FRI.									
			2.00						2.3	FRI.									
			2.15				2.1*	14*	1.9	FRI.									
CONT'D																			

CONT'D

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
NBC FRIDAY NIGHT VIDEOS-CONT'D			2.30							1.7	FRI.								
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,530	1.8	1,440	1.7	23	1.7	M-F		1,700	2.0	1,610	1.9	24	1.9	M-F	
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,700	2.0	1,610	1.9	19	1.9	M-F		1,780	2.1	1,780	2.1	19	2.1	M-F	
ABC ABC DAYTIME NEWSBRIEF-M-F		>	2.45	6,540	7.7	6,450	7.6	26	7.7	M-F		7,220	8.5	7,220	8.5	29	8.5	M-F	
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,360	1.6	1,020	1.2	16	1.2 1.3	M-F M-F		1,440	1.7	1,190	1.4	17	1.3 1.5	M-F M-F	
CBS PRICE IS RIGHT 1-MON(B)	2	11.00-11.25AM	11.00 11.15									5,350	6.3	4,500	5.3	21	5.1 5.6	MON. MON.	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,280	7.4	6,110	7.2	27	7.2	M-F		5,940	7.0	5,770	6.8	27	6.8	M-F	
CBS CBS NEWS SPEC RPT.(SUS)	2	1.00- 1.25PM	1.00															MON.	
CBS YOUNG AND RESTLESS-MON(B)	2	1.00- 1.25PM	1.00 1.15									3,740	4.4	3,480	4.1	14	4.2 4.0	MON. MON.	
CBS DAYTIME EMMY AWARDS(S)	1	3.00- 5.03PM	3.00 3.15 3.30 3.45 4.00	15,280	18.0	8,660	10.2	32	8.6 9.4 9.6 9.8 10.9	THU. THU. THU. THU. THU.									

			4.15 4.30 4.45 5.00						11.0* 34*	11.1 11.5 10.8 9.5	THU. THU. THU. THU.								
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,670	5.5	4,500	5.3	17	5.3	MTWTF		5,180	6.1	4,920	5.8	18	5.8	M-F	
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30 6.45	2,290	2.7	1,610	1.9	20	1.6 2.2	M-F M-F		2,210	2.6	1,610	1.9	19	1.6 2.1	M-F M-F	
NBC DAYS OF OUR LIVES(B)	2	1.00- 1.28PM	1.00 1.15									2,800	3.3	2,460	2.9	10	2.9 3.0	MON. MON.	
NBC REAGAN NEWS CONF.-NBC(SUS)	2	1.00- 1.28PM	1.00															MON.	
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,570	4.2	3,570	4.2	15	4.2	MWF		3,990	4.7	3,990	4.7	16	4.7	MWF	
NBC SANTA BARBARA(B)	1	3.00- 3.18PM	3.00 3.15	2,890	3.4	2,720	3.2	11	3.3 3.1	MON. MON.									
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	1,780	2.1	1,610	1.9	15	1.9			1,610	1.9	1,360	1.6	14	1.6		
ABC SCHOOLHOUSE ROCK-9:55AM		9.55- 9.59AM	9.45	3,400	4.0	2,890	3.4	14	3.4			3,230	3.8	2,720	3.2	13	3.2		
ABC SCHOOLHOUSE ROCK-10:25AM		10.25-10.29AM	10.15	3,060	3.6	2,630	3.1	12	3.1			3,310	3.9	2,970	3.5	14	3.5		
ABC SCHOOLHOUSE ROCK-11:25AM		11.25-11.29AM	11.15	3,400	4.0	2,970	3.5	14	3.5			4,160	4.9	3,820	4.5	17	4.5		
CBS IN THE NEWS- 8:26AM		8.26- 8.29AM	8.15	1 30	1.8	1,360	1.6	13	1.6			1,870	2.2	1,780	2.1	18	2.1		
CBS IN THE NEWS- 8:56AM		8.56- 8.59AM	8.45	2,720	3.2	2,550	3.0	18	3.0			2,720	3.2	2,720	3.2	20	3.2		
CBS IN THE NEWS- 9:56AM		9.56- 9.59AM	9.45	3,820	4.5	3,480	4.1	17	4.1			3,910	4.6	3,650	4.3	18	4.3		
CBS IN THE NEWS-11:56AM		11.56-11.59AM	11.45	3,480	4.1	3,140	3.7	14	3.7			4,840	5.7	4,330	5.1	19	5.1		
CBS IN THE NEWS-12:26PM		12.26-12.29PM	12.15	3,740	4.4	3,310	3.9	15	3.9			4,410	5.2	3,990	4.7	16	4.7		

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY SATURDAY-CONT'D																			
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	2,550	3.0	2,550	3.0	24	3.0			2,800	3.3	2,630	3.1	26	3.1		
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	3,060	3.6	2,890	3.4	21	3.4			3,400	4.0	3,230	3.8	24	3.8		
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	5,690	6.7	5,520	6.5	26	6.5			5,520	6.5	5,350	6.3	25	6.3		
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	5,520	6.5	5,260	6.2	25	6.2			5,690	6.7	5,520	6.5	24	6.5		
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	3,310	3.9	3,230	3.8	14	3.8			2,970	3.5	2,800	3.3	12	3.3		
NBC NBC MAJOR LEAGUE PRE GAME	1	1.00- 1.18PM	-GRID	4,670	5.5	4,160	4.9	18				4,580	5.4	3,910	4.6	16			
	2	1.00- 1.17PM	-GRID																
			1.15						5.1								4.6		
NBC NBC MAJOR LEAGUE BASEBALL	1	1.18- 4.17PM	-GRID	12,650	14.9	5,180	6.1	22											
			4.15					5.7*	19*	4.5									
DAY SUNDAY																			
CBS CBS EVENING NEWS-SUNDA(B)	1	6.50- 7.00PM	6.45	3,230	3.8	3,480	4.1	9	4.1										